

# Creating a Region's Economic Engine through the Disciplines

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Monday, October 9, 2006  
Lee T. Todd, Jr., President  
University of Kentucky



# Outline

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- Economic Development Environment
- Cooperative Extension Network Usage
- Make Research “Real”

# Universities Used to be Known for Three Things

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- Education
- Employment
- Entertainment

Time to Add a Fourth 'E'

- Economic Development

# Universities Drive the Economy

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- "Before there was a Silicon Valley, there was a Stanford University and a University of California-Berkley.
- Before there was a Research Triangle Park in North Carolina, there was a University of North Carolina, a North Carolina State University and a Duke University.
- Before Massachusetts had a biotechnology corridor, there was a Harvard University and a Massachusetts Institute of Technology."

# Universities Drive the Economy

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In the year 2000 alone,  
Boston's eight research universities provided:

- a \$7.4 billion boost to the regional economy
- work for 48,750 university employees and 37,000 other workers in the region
- a talent pool of more than 31,900 graduates, many of whom stay in Boston
- innovative research that resulted in 264 patents, 280 commercial licenses of technology, and 41 start-up companies

# 21<sup>st</sup> Century Economic Necessities

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- Innovation
- Creativity
- Uniqueness



# 10 Things a University Must Do to Achieve Economic Development Success

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# #1 - Institutional, Community and State Attitude

[www.uky.edu/top20](http://www.uky.edu/top20)

- Citizens and legislators should expect translational research
- All should accept that it is “ok” to be involved with industry
- All must understand that conflicts will occur – and must be dealt with
- Entrepreneurship should be embraced
- Entrepreneurial activity should be acknowledged by the academic community





# #2 - The Chain of Economic Development

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- E-Club
- Venture Club
- Angel Network
- On-campus incubator
- Venture capital investments
- Research campus
- IP “brokers”

# #3 - Hire Entrepreneurial Professors

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- Many professors are not interested in working in/with industry – and shouldn't
- Some professors want to be involved but stay with the university
- Some professors will leave the university for industry

# #4 - Remain Flexible with Exiting Professors

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- Leaves of absence
- Directors of companies
- Ownership positions

## A History of Bose



In 1964, Dr. Amar G. Bose set out to deliver better sound through research

# #5 - Develop Rules of Engagement with Business

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- More agreements... faster
  - State clearly what the University will not allow
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# #6 - Create Business-Friendly Environment

- Create business terms for equipment access
- List billable rates
- Create urgency!
- “Own” the business’ problem

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# #7 - Create Connection to Support Services

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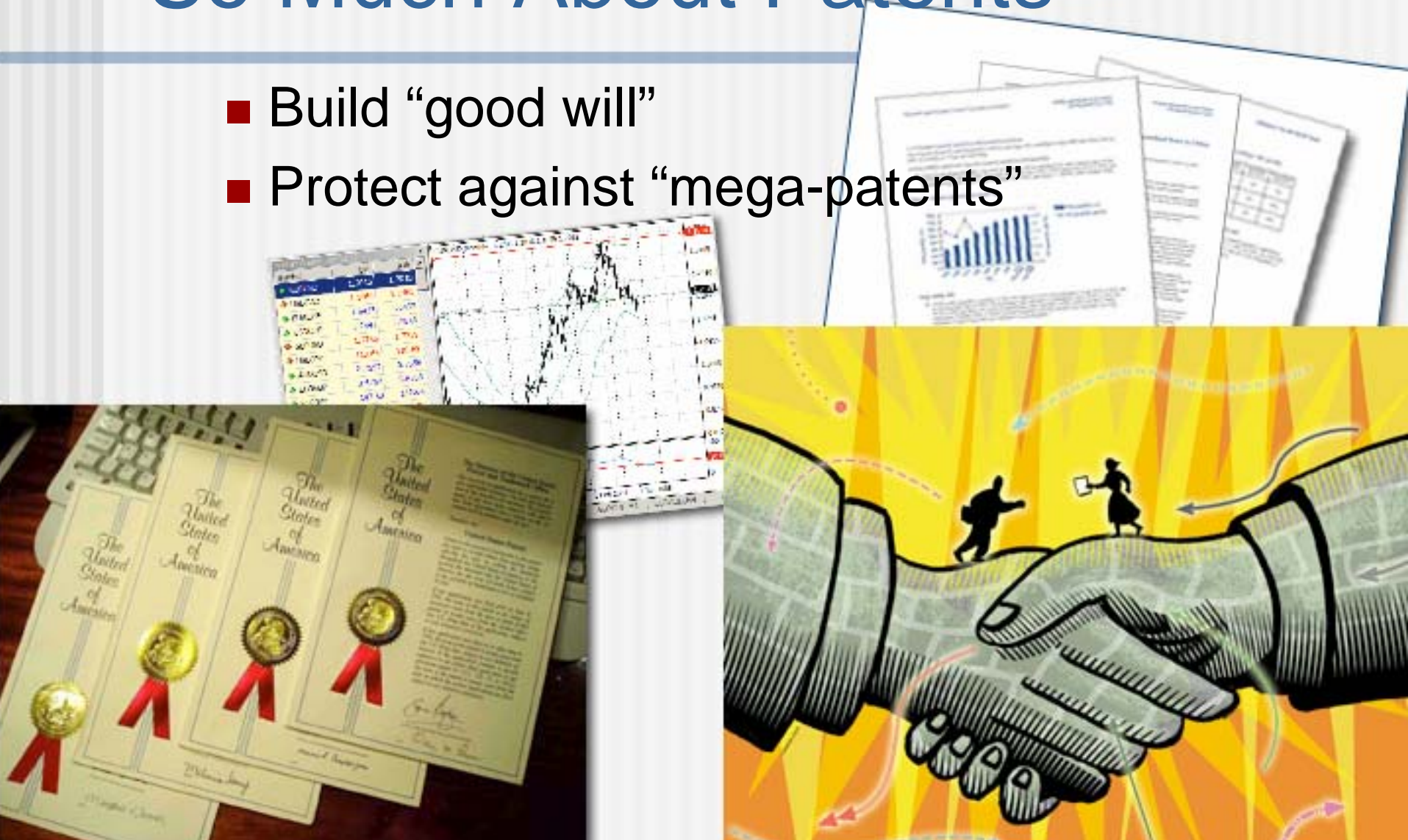
- Lawyers, Accountants, Bankers, Investors
- Marketing and Public Relations





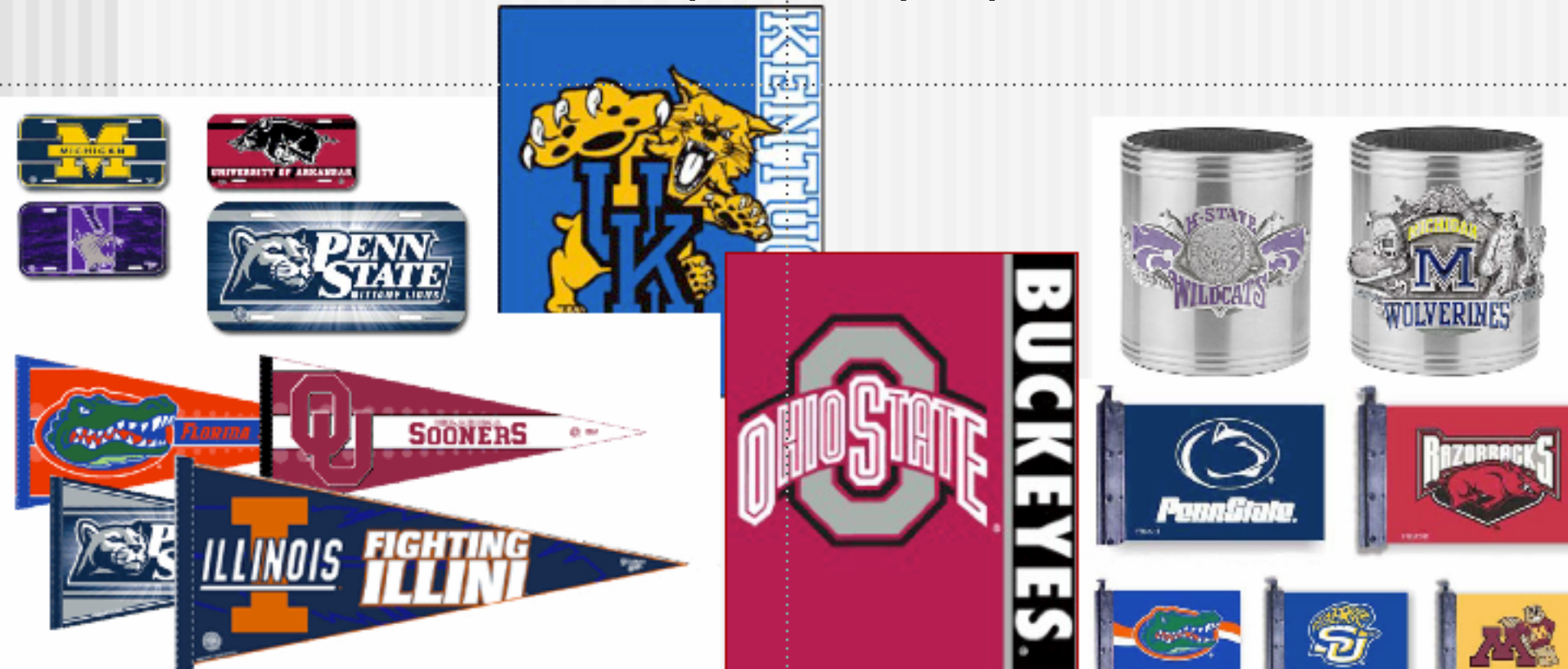
# #8 - Make Deals; Do Not Worry So Much About Patents

- Build “good will”
- Protect against “mega-patents”



# #9 - Cooperate with Other Institutions

- Helps with federal earmarks and state funds
- Helps with retention of faculty
- Allows more competitive proposals





# #10 - Cooperate with State and Industry

- Help build the state's economy
  - Belcan/Sikorsky
- Create clusters that spur innovation, creativity and uniqueness
  - SECAT
  - Painting Consortium
  - Equine Industry
  - Natural Products



**Belcan**

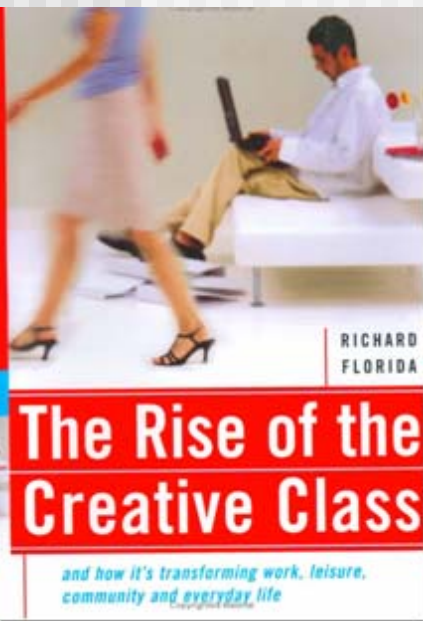


**TOYOTA**



# Strong Economy Creates Strong Communities

- “Philosophical conversation about Kentucky’s future”
- *The Rise of the Creative Class*, *The Flight of the Creative Class* – Richard Florida
- Invigorate the Arts Community



*The Rise of the Creative Class* gives us a new way to think about why we live as we do and where we might be headed. In a book that is both compelling and telling with a massive body of research, Richard Florida traces the fundamental theme that runs through the seemingly unrelated changes in America's economy: the growing role of creativity in our economy.

Just as William Whyte's 1956 classic *The Man in the Grey Flannel Suit* showed how the organizational ethos permeated every aspect of life, Florida describes the new ethos in which the creative ethos is increasing. Millions of us are beginning to work and



# Cooperative Extension Service

## — A Channel for Research Results

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- Health Education through Extension Leadership (HEEL)
  - Nearly 750,000 health contacts in 2005 alone
- Entrepreneurial Coaches Institute
  - Teaching entrepreneurship in Kentucky's 19 most tobacco dependent counties
- Nation's first Fine Arts Extension Agent – Pike County
  - Second agent coming to Greenup County



# Commonwealth Collaboratives



Making research real to Kentuckians!

## Healthcare

- Lethal cancers, Diabetes, Oral health, Substance Abuse Issues, PharmacistCARE

## Economic Development

- Equine, Plant Bioengineering

## Education

- Math-Science Education, Great Schools Initiative

## Environment

- Advanced Coal Ash Processing Plant, Land Reclamation

## Quality of Life

- Opera in the Schools, Kentucky History



**Math-Science  
Education**



**Cultural  
Enhancement**



**Coal Ash  
Plant**



**Lung Cancer  
Vaccine**



**Equine  
Initiative**



**Oral Health &  
Group Prenatal**



**Marty Driesler  
Cancer Project**